



Brand Tool Kit

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Typography

# TYPOGRAPHY

## 1.1 Font Used

The typeface used throughout the organisation is Alleyn. In all instances Alleyn is used in NHW assets including print, web and social. Alleyn is supplied in the Open Type

format and is supported by both PC and Mac. Alleyn is a clean, modern font and has been supplied with the following weights, Semi Bold, Regular and Book.

---

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890£/.,“()::;**

**Alleyn Semi Bold - Headlines (capital letters only)**

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890£/.,“()::;

Alleyn Regular - Subheadings (lower case)

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890£/.,“()::;

Alleyn Book - Body copy (lower case)

# TYPOGRAPHY

## 1.2 Substitute Font

In many instances Alleyn might not be available, for example when someone is working with default fonts on a PC. In this instance then Calibri can be used. Calibri

is a clean and similarly structured typeface and is supplied with the following weights, Bold, Regular and Light.

---

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890£/.,"()::**

**Calibri Bold - Headlines (capital letters only)**

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890£/.,"()::

Calibri Regular - Subheadings (lower case)

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890£/.,"()::

Calibri Light - Body copy (lower case)

# TYPOGRAPHY

## 1.3 Print & Web

The print and web typography size and relationships create the hierarchy of content which are crucial to creating a cohesive suite of NHW assets.

The differences between the headline, sub heading and body are important to establish and maintain in all assets.

---

Print

# HEADLINE SIZE 50/60PT

## Subheading size 24pt

Body Copy size 12pt. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris eget ante eu sem pulvinar bibendum. Nulla lobortis, est vitae pharetra elementum, turpis lorem condimentum leo, vitae malesuada purus sem in lorem.

Web

# HEADLINE SIZE 40PX

## Subheading size 32px

Body Copy size 22px. Lorem ipsum dolor sit amet, conser adipiscing elit. Mauris eget ante eu sem pulvinar bibend. Nulla lobortis, est vitae pharetra elementum, turpis lorem condimentum leo, vitae malesuada purus.

# TYPOGRAPHY

## 1.4 Quotations

It is important to establish and maintain a clear architecture relationship between the body copy, quotes and the credit to quotes.

---

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum efficitur iaculis felis, vulputate aliquet ligula accumsan eu.

Alleyne Book  
Font size 12pt  
Leading 18pt

“Vestibulum efficitur iaculis felis, vulputate aliquet ligula accumsan eu”

Alleyne Regular  
Font size 24pt  
Leading 32pt

Alleyne Regular  
Font size 12pt  
Leading 18pt

Geoff Smith  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum efficitur iaculis felis, vulputate aliquet ligula accumsan eu.

Alleyne Book  
Font size 12pt  
Leading 18pt

# TYPOGRAPHY

## 1.5 URL Display

Its important to establish and a maintain clear architecture relationship between body copy, and website URL's.

---

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent non porttitor arcu, a condimentum ante. Nulla at diam nunc. Aenean tincidunt rhoncus velit, et hendrerit nulla ultrices ac. quis libero.

Alleyn Book  
Font size 12pt  
Leading 18pt

Maecenas ut scelerisque mi, ut feugiat nibh. Cras felis est, efficitur ac interdum eu, ullamcorper non purus. Etiam sporttitor arcu vitae sollicitudin euismode.

Suspendisse quam massa, luctus vel elementum ut, mattis quis nulla.

www.ourwatch.org

Alleyn Regular  
Font size 12pt  
Leading 18pt



# TYPOGRAPHY

## 1.6 Chapter Headings

---

Chapter headings in Alleyn regular, size 48pt on an A4 landscape document and centered to the page. The background in the NHW yellow, with the heading in the correct NHW black.

Who We Are?

What We Do

Colour

# COLOUR

## 2.1 Print

Colour consistency is absolutely vital to create a cohesive look&feel. Use only the 4 colours outlined below, all other colour is prohibited. Using a flat flood of colour is the preferred

use of the yellow. Copy is displayed in the black or grey only. The colours below are for print only. **Please ensure the printer is accurately calibrated before printing.**

C 0  
M 0  
Y 100  
K 0

R 255  
G 237  
B 0

Pantone  
Yellow C

C 73  
M 64  
Y 61  
K 78

R 34  
G 35  
B 34

Pantone  
Neutral  
Black C

C 26  
M 19  
Y 20  
K 2

R 196  
G 196  
B 196

Pantone  
Cool  
Grey 3 C

C 0  
M 0  
Y 0  
K 0

R 255  
G 255  
B 255

# COLOUR

## 2.2 Web

Colour consistency is absolutely vital to create a cohesive look&feel. Use only the 4 colours outlined below, all other colour is prohibited. Using a flat flood of colour is the preferred

use of the yellow. Copy is displayed in the black or grey only. The colours below are for web only. **Please ensure the screen is accurately calibrated before referencing.**

---

R 255  
G 231  
B 0

#FFE700

R 34  
G 34  
B 34

#222222

R 196  
G 196  
B 196

#C4C4C4

R 255  
G 255  
B 255

#FFFFFF

Logo

# LOGO

## 3.1 Colour

The yellow roundel is the most recognisable asset of the NHW visual assets. There is an English and a Welsh version of the roundel only. No others are to be created.

---

1.



2.



# LOGO

## 3.2 B/W

In a small number of instances the yellow roundel might not be appropriate, in that situation then a black and white version of the roundel may be used.

---

1.



2.

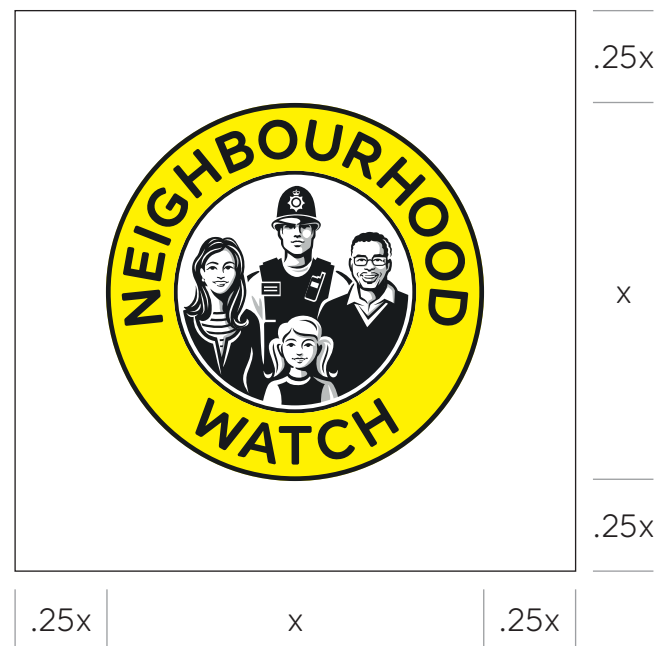


# LOGO

## 3.3 Isolation

The roundel logo is always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements don't encroach on the logo. The area

is defined by using 25% of the height of the logo which is referred to as x. A margin of clear space equivalent to 0.25x is drawn around to create the invisible boundary.



For example:  
Logo Height = 50mm  
Isolation area = 12.5mm (all sides)



# LOGO

## 3.4 Min. Size

The roundel logo has been designed to reproduce at a minimum height of 40 mm. On the web a minimum size of 115 pixels high. There is no max reproduction size of the logo.

---

Minimum Size



# LOGO

## 3.5 Acceptable

It is important that the appearance of the roundel remains consistent. The roundel should not be misinterpreted, modified or added to. The roundel should only ever be

placed on a flat flood of the yellow or on a standard white background.

---



# LOGO

## 3.6 Unacceptable

The roundel must never be redrawn, adjusted or modified in any way. It should only be reproduced from the artwork provided by

NHW or Mellor&Scott. To illustrate this point some of the more likely mistakes are shown.

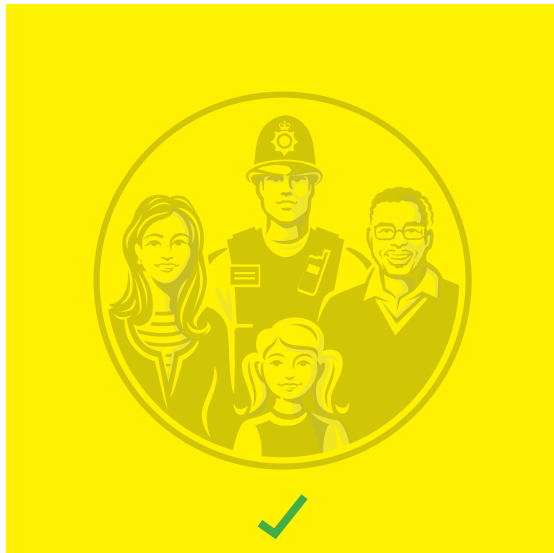


# LOGO

## 3.7 Alternative 1

The central element can be extrapolated from the roundel and used in print and web assets. It must always be used with an opacity of 20%. It can only be used in two instances, either on

a flat flood of yellow or on a standard white background. It can never be used as a solid colour.



Opacity of Characters = 20%

# LOGO

## 3.8 Alternative 2

The central element can be extrapolated from the roundel and used in print and web assets using a second treatment. It must be on either a yellow or white background and can only be

set to 20% opacity. The circle can be removed from the asset and used as a highlight or background stretching to a full bleed of the web or print.



Opacity of Characters = 20%

# LOGO

## 3.9 Word Mark

In some instances the roundel is not a suitable asset to use, generally when the space allocated is less than 50mm in height. In these instances the word mark Neighbourhood

Watch can be written in Alleyn Semi Bold. It can only be written in black over a flat flood of yellow. It can be written on one line or split onto 2 lines but must be left aligned.

---

1.

**NEIGHBOURHOOD WATCH**

2.

**NEIGHBOURHOOD  
WATCH**

Brand Values

# BRAND VALUES

## 4.1 Our Core Message

### OUR CORE MESSAGE

Our work is about creating safe, pleasant communities rather than a fear of crime. We bring people together for the good of all.

Because we believe everyone has a right to feel safe where they live, we want to inspire participation.

We use clear, simple language to talk about realistic solutions, showing how people can make a difference using true stories, images and quotations to bring our points to life.



# BRAND VALUES

## 4.2 Tone of Voice

Creating safer neighbourhoods in England and Wales

# National

Strong

Active

Credible

Inclusive

Friendly

Communities

Imagery

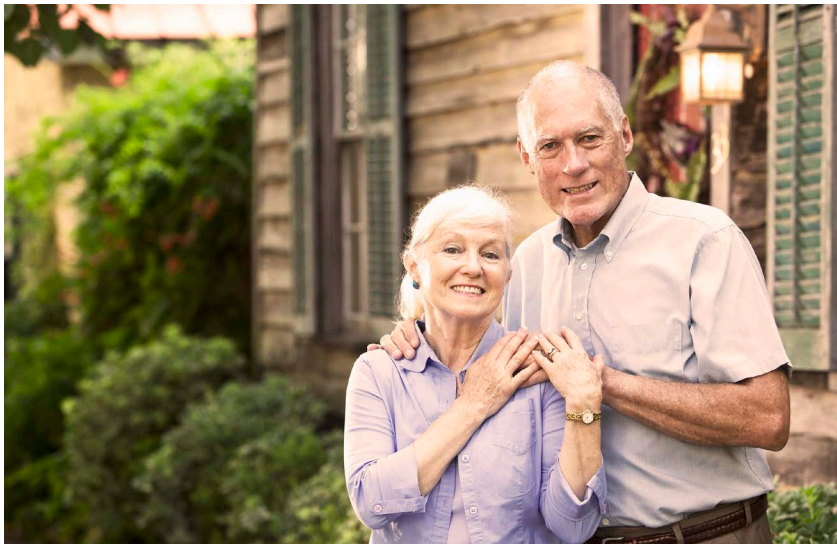
# IMAGERY

## 5.1 Imagery Style

NHW should always produce engaging, original, memorable and real advertising images.

Below are images showing real people, in their community, looking relaxed and engaging.

---



Additonal Assets

# ASSETS

## 6.1 Business Cards



Front

**KATE ALGATE**  
Operations Director

T +44 (0) 116 229 3118  
M +44 (0) 782 783 7729

[kate.algate@ourwatch.org.uk](mailto:kate.algate@ourwatch.org.uk)

Beaumont Enterprise Centre  
72 Boston Road  
Beaumont Leys  
Leicester  
LE4 1HB

[www.ourwatch.org.uk](http://www.ourwatch.org.uk)

Back

# ASSETS

## 6.2 Letterhead and Continuation Sheet



Beaumont Enterprise Centre  
72 Boston Road  
Beaumont Leys  
Leicester  
LE4 1HB

0116 229 3118

[www.ourwatch.org.uk](http://www.ourwatch.org.uk)

Patrons:  
Lord Blair of Boughton QPM  
Alec Shelbrooke MP  
Peter James

Date: **23 September 2015**  
Our Ref: **15NW005-01**  
Your Ref: **2015/MS/SJM/0027**

Dear Geoff,

Ugiandus derferiae. Illaut etur? Qui netur maionsectam, simo con perum nusa net quam dolum ipienetur, odis ipsa si ium aut pa aliquas eum audit, veni archil esti int prore dolupic iuntotat eum erum susdam lam estiata speritaque idus que ant quis et quas es vel il et labore quos ma nobis reptatur?

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Luptasp ernatiuntur? Uptassequi omnisqui tem arcit etur maximag nihilla boribus eossit audit quam harumque verovitia dolor maionsequi dolorer untibusam fuga. Ficiatur sit et fuga. Nat. Hil ilignihil il moloren non corumet apis eum exeritam et eum la velloo omni conem as mos quias aperum repta simusanditas earch.

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Ugiandus derferiae. Illaut etur? Qui netur maionsectam, simo con perum nusa net quam dolum ipienetur, odis ipsa si ium aut pa aliquas eum audit, veni archil esti int prore dolupic iuntotat eum erum susdam lam estiata speritaque idus que ant quis et quas es vel il et labore quos ma nobis reptatur?

Odi te volorerupic te isciae et, aut offici cus idipide rferibe rferumqu nt fugia que del ipsunt quid eumquos modisi to cum nis dolenis aute quia dust, officab orposseque nobis num nime sitiatio ceatios totatiis et ipient arit quat delignam reressitios aditatiunt lab ipsume labore con recae re ommolorrorum fuga. Sinum facipsam rehenda parum et, qui nonemque plabo.

Em velecupitis ium laborrovid quisquid ex estempo rupicidia vololume moluptaere cus dolorit etur? Qui connima corroribus, sinis desecta sitempos aspicab is eicias corae ped qui dolor siti repedita que aut dolore porecus amustio nsequi soluptur assumt es dunt atur asperum volor sit, ut asperatem rerro dit odicilluptas voluptatem lautem nam volupta nest, offic temolut officia dolupiendis am, cum fugiaes equasit

Luptasp ernatiuntur? Uptassequi omnisqui tem arcit etur maximag nihilla boribus eossit audit quam harumque verovitia dolor maionsequi dolorer untibusam fuga. Ficiatur sit et fuga. Nat. Hil ilignihil il moloren non corumet apis eum exeritam et eum la velloo omni conem as mos quias aperum repta simusanditas earch.

Odi te volorerupic te isciae et, aut offici cus idipide rferibe rferumqu nt fugia que del ipsunt quid eumquos modisi to cum nis dolenis aute quia dust, officab orposseque nobis num nime sitiatio ceatios totatiis et ipient arit quat delignam reressitios aditatiunt lab ipsume labore con recae re ommolorrorum fuga. Sinum facipsam rehenda parum et, qui nonemque plabo.

Ugiandus derferiae. Illaut etur? Qui netur maionsectam, simo con perum nusa net quam dolum ipienetur, odis ipsa si ium aut pa aliquas eum audit, veni archil esti int prore dolupic iuntotat eum erum susdam lam estiata speritaque idus que ant quis et quas es vel il et labore quos ma nobis reptatur?

Kind Regards,

Kate Algate  
Operations Director

# ASSETS

## 6.3 Comp Slip



Beaumont Enterprise Centre  
72 Boston Road  
Beaumont Leys  
Leicester  
LE4 1HB

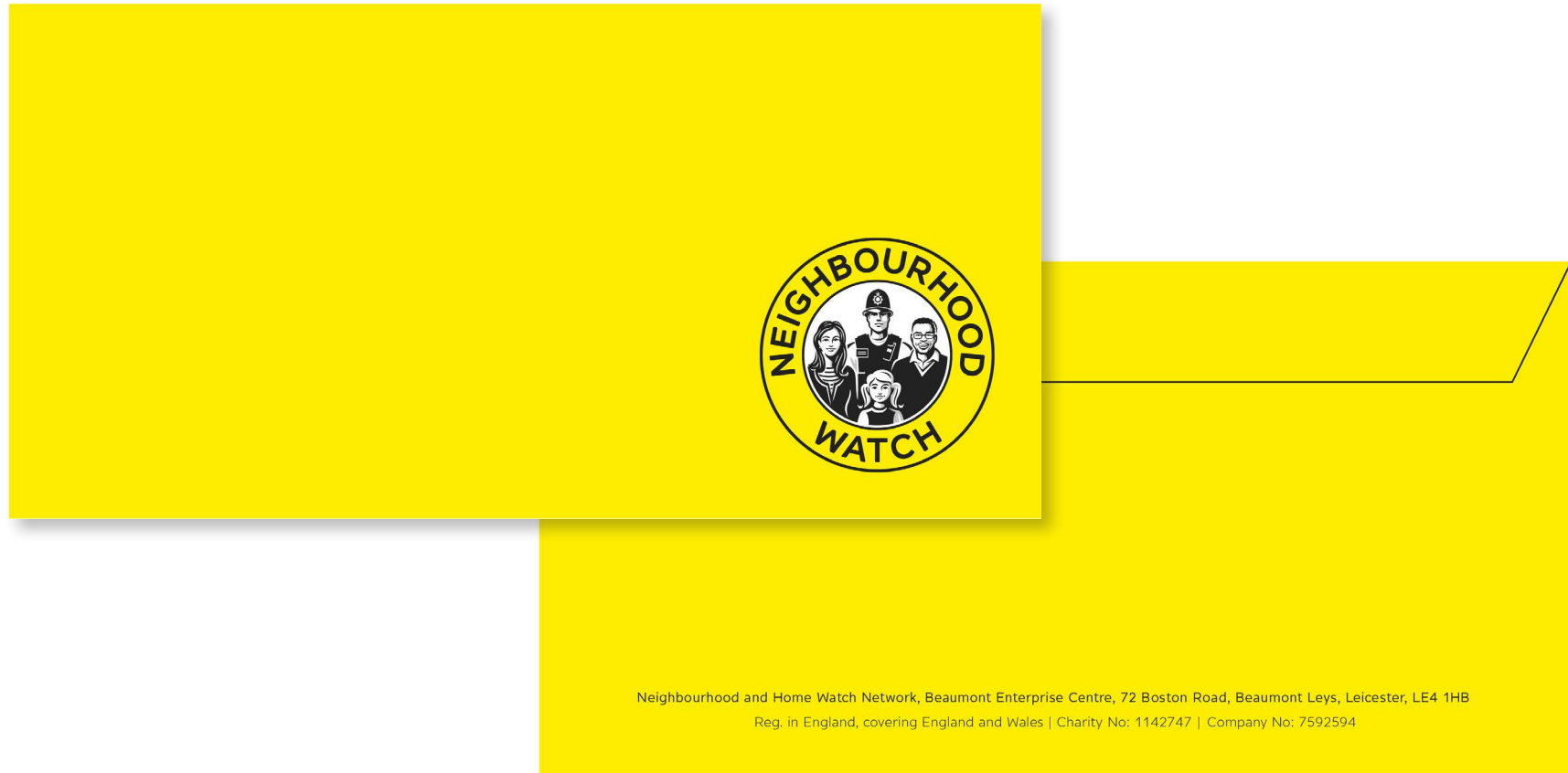
0116 229 3118  
[enquiries@ourwatch.org.uk](mailto:enquiries@ourwatch.org.uk)  
Twitter: @N\_Watch  
[facebook.com/ourwatch](https://facebook.com/ourwatch)  
[www.ourwatch.org.uk](http://www.ourwatch.org.uk)

Neighbourhood and Home Watch Network | Reg. in England, covering England and Wales | Charity No: 1142747 | Company No: 7592594



# ASSETS

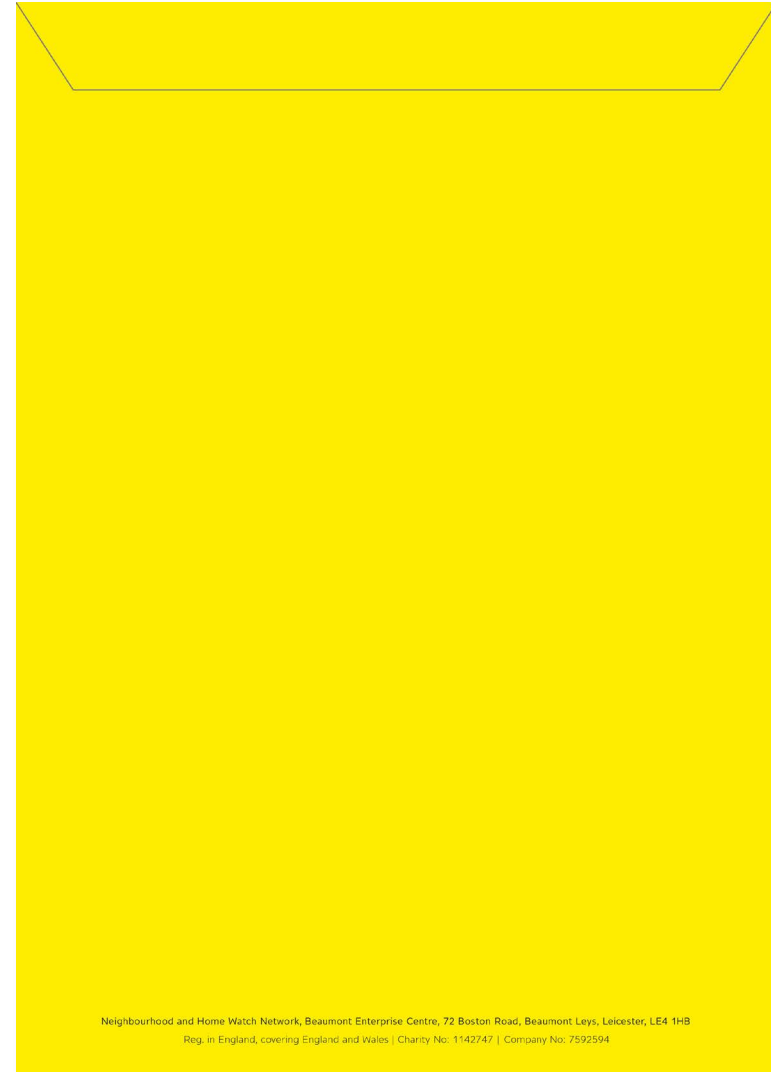
## 6.4 Envelope - DL







# ASSETS

## 6.5 Envelope - C4



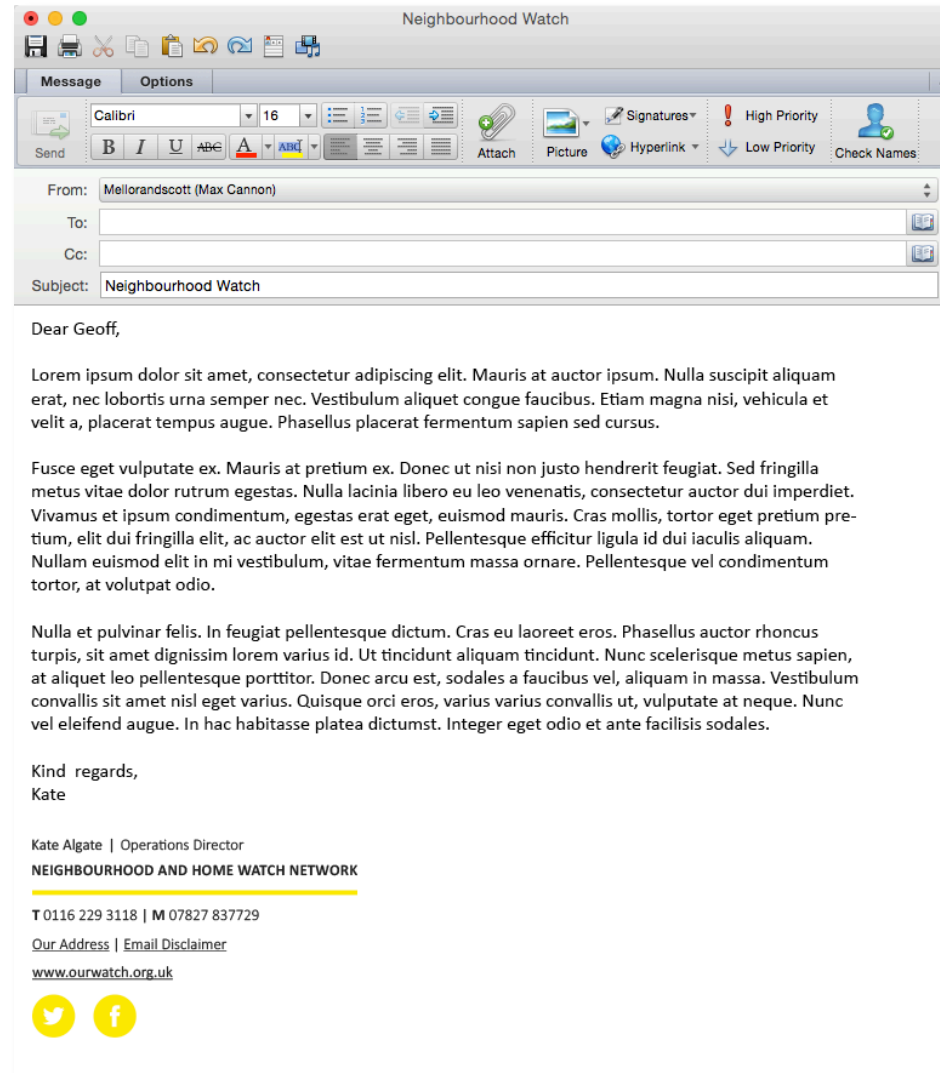
# ASSETS

## 6.6 Email Signature

Calibri, Regular, 10pt	————	Kate Algate   Operations Director	————	Calibri, Light, 10pt
Calibri, Bold (Caps), 10pt	————	<b>NEIGHBOURHOOD AND HOME WATCH NETWORK</b>		
		<hr/>		Line Weight 3pt, Colour #FFE700
T and M, Bold (Caps), 10pt	————	<b>T</b> 0116 229 3118   <b>M</b> 07827 837729	————	Phone numbers, Calibri, Light
		<u>Our Address</u>   <u>Email Disclaimer</u>		Line break, Calibri, Regular
Calibri, Light, Underlined, 10pt	————	<u><a href="http://www.ourwatch.org.uk">www.ourwatch.org.uk</a></u>		
Twitter and Facebook Icons	————	 		

# ASSETS

## 6.7 Email Signature



# ASSETS

## 6.8 Stationary



# ASSET

## 6.9 Poster Examples

Schemes and force level associations want to have posters to create awareness for events, meetings and recruitment drives.

Below are examples of posters that can be used for Starting a Scheme, AGM, Scheme Meetings, Events (e.g. community litter pick/crime prevention day).



A GREAT  
MEETING OF  
MINDS

Date \_\_\_\_\_  
Time \_\_\_\_\_  
Venue \_\_\_\_\_

Creating safer neighbourhoods in England and Wales

NEIGHBOURHOOD WATCH is the UK's largest membership organisation, including over 173,000 coordinators working with 3.8m households.

Our work is about creating safe and pleasant communities. We bring people together for the good of all and we believe everyone has a right to feel safe where they live.



Scheme Meeting



FOR HOMES  
THAT ARE SAFE  
AS HOUSES

Date \_\_\_\_\_  
Time \_\_\_\_\_  
Venue \_\_\_\_\_

Creating safer neighbourhoods in England and Wales

NEIGHBOURHOOD WATCH is the UK's largest membership organisation, including over 173,000 coordinators working with 3.8m households.

Our work is about creating safe and pleasant communities. We bring people together for the good of all and we believe everyone has a right to feel safe where they live.



Starting a Scheme

# ASSET

## 6.10 Poster Examples

Schemes and force level associations want to have posters to create awareness for events, meetings and recruitment drives.

Below are examples of posters that can be used for Starting a Scheme, AGM, Scheme Meetings, Events (e.g. community litter pick/crime prevention day).



**THE  
NEIGHBOURS  
WILL BE TALKING**

Date \_\_\_\_\_  
Time \_\_\_\_\_  
Venue \_\_\_\_\_

**Creating safer neighbourhoods in England and Wales**

NEIGHBOURHOOD WATCH is the UK's largest membership organisation, including over 173,000 coordinators working with 3.8m households.

Our work is about creating safe and pleasant communities. We bring people together for the good of all and we believe everyone has a right to feel safe where they live.



AGM



**SEE WHAT ALL  
THE FUSS IS  
ABOUT**

Date \_\_\_\_\_  
Time \_\_\_\_\_  
Venue \_\_\_\_\_

**Creating safer neighbourhoods in England and Wales**

NEIGHBOURHOOD WATCH is the UK's largest membership organisation, including over 173,000 coordinators working with 3.8m households.

Our work is about creating safe and pleasant communities. We bring people together for the good of all and we believe everyone has a right to feel safe where they live.



Events

# ASSETS

## 6.11 Signs - Option 1

Alongside the famous window sticker, the NHW road signs are the most recognised brand asset. The new roundel has been designed to replace old road signs in 4 options.

Option 1 - is a sticker over the top of the old roundel on an existing sign.



# ASSETS

## 6.12 Signs - Option 2

Alongside the famous window sticker, the NHW road signs are the most recognised brand asset. The new roundel has been designed to replace old road signs in 4 options.

Option 2 - The roundel on the sign with partner logos (maximum 2 partners) in the bottom to corners. Partner logos in black.





# ASSETS

## 6.13 Signs - Option 3

Alongside the famous window sticker, the NHW road signs are the most recognised brand asset. The new roundel has been designed to replace old road signs in 4 options.

Option 3 - is a new sign, rounded square with a yellow background and the roundel large in the centre.  
Dimensions - 500mm x 500mm



# ASSETS

## 6.14 Signs - Option 4

Alongside the famous window sticker, the NHW road signs are the most recognised brand asset. The new roundel has been designed to replace old road signs in 4 options.

Option 4 - is a new sign, a circle tight to the diameter of the roundel with a yellow background.  
Diameter - 500mm



# FOR FURTHER INFORMATION

These design guidelines are intended to outline basic design principles, however not every eventuality can be catered for.

If you have any questions regarding the use of the Neighbourhood Watch brand then please get in touch at:

[enquiries@ourwatch.org.uk](mailto:enquiries@ourwatch.org.uk)

or

[magic@mellorandscott.com](mailto:magic@mellorandscott.com)

All Neighbourhood Watch design guidelines are available online:

[knowledge.ourwatch.org/brandguidelines](http://knowledge.ourwatch.org/brandguidelines)

Created by Mellor&Scott

